

ABSTRACT

A difference in potential between a common power supply voltage and a data signal voltage required for driving an active-type liquid crystal display device is used, thereby making it possible to display a pictogram without additionally input a new signal to an opposite side. Moreover, a gray scale of a data signal is adjusted, thereby reducing a direct-current component in pictogram driving. A pictogram electrode in a pictogram display area is driven by a part of extra output terminals of a data driver for driving a moving image display area. With this, in a liquid crystal display device using thin-film transistors (TFTs) with a common substrate being an electrode on its entire surface, a simple structure including a moving image area and a pictogram display area is provided.